

DATE: 02/17/93 SALES INFORMATION SYSTEM TIME: 13:40
SUBJECT: WAKEFERN FOOD CORPORATION SENDER: NICK KURUC 1240

TO: G. P. BUCHAS
J. T. JONES

ALL DIVISION/DISTRICT MANAGERS WITH DIRECT RESPONSIBILITY FOR SHOP RITE
STORES OR GROUPS (SEE BELOW)

RE: BIG V SHOP RITE PERLMUTTER SINGER ELISS BROWN
CONSOLIDATED LAURENTI INELUSINO COLALILLO STARNES
SUNRISE TRAVITZ
HARRIS ROSENBERG
HARRIS ROSENBERG

DE: 1240

WAKEFERN FOOD CORPORATION IS INTERESTED IN PROMOTING WORTH WARE IN ITS
MEMBER STORES. THE COMPANY IS CURRENTLY IN THE PROCESS OF FORMULATING
INSTRUCTIONS REGARDING THE NEW BRAND.

I HAVE BEEN ASKED TO PROVIDE THE FOLLOWING INFORMATION REGARDING OUR SALES
ACTIVITY WITH REGARD TO WORTH IN THE ABOVE MEMBER STORES/GROUPS:

1. WHERE IS THE NEW BRAND BEING MERCHANDISED
A. S/S CARTON MERCHANDISER (LOW COST SECTION)
B. S/S SAVINGS CENTER OR TEMPORARY DISPLAY
C. NSS
2. HAVE THERE BEEN ANY PROBLEMS REGARDING PLACEMENT OF WORTH F.O.S.? *NO.*
3. IS THE BRAND BEING SOLD AT THE LOWEST RETAIL CIGARETTE PRICE LEVEL? *YES*
4. DO ALL STORES RECOGNIZE THAT THIS IS A BRAND EXCLUSIVE TO WAKEFERN MEMBER
STORES? *YES.*
5. ANY ADDITIONAL COMMENTS REGARDING WORTH. —

PLEASE FORWARD THIS INFORMATION VIA D/T OR FAX TO MY OFFICE BY WEDNESDAY,
FEBRUARY 24.

IN ADVANCE THANK YOU FOR YOUR ASSISTANCE.

BEST REGARDS,
NICK
G. N. KURUC, JR.

TO: DAWN

GK/FR
M-2

CC: M. A. YOUNG
J. P. RENEHAN
B. G. NORMAN, JR.
NASA

DAWN - please answer by Friday, 2/19/93.

*** END OF MESSAGE ***

D.M. *[Signature]* 1/3/93
T&D *[Signature]* 1/3/93
S.R.M. *[Signature]* 1/1/93
S.A.M. *[Signature]* 1/3/93

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